

The Philip Morris History

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Philip Morris History Highlights

- 1765 - Dr. James Baker, a physician in Dorchester, Massachusetts, sets up the first chocolate factory in the New World.
- 1847 - Philip Morris, Esq., tobacconist and importer of fine seegars, opens a shop on Bond Street in London, England.
- 1855 - Frederic Miller opens a brewery in Milwaukee, Wisconsin.
- 1883 - Oscar Mayer and his brother open a retail meat market in Chicago, Illinois.
- 1885 - Joel Cheek introduces a new brand of coffee at the Maxwell House Hotel in Nashville, Tennessee.
- 1887 - P.J. Towle, a grocer in St. Paul, Minnesota, blends sugar cane with Vermont and Canadian maple sugar to create a table syrup. He packaged the product in small log-cabin-shaped containers to honor his boyhood hero, Abraham Lincoln.
- 1889 - William Wright, a baking powder salesman, devises a better formula for baking powder called *Calumet*.
- 1894 - Susan Stavers, owner of a boarding house in Boston, Massachusetts, runs tapioca through a coffee mill which results in a smooth tapioca pudding.
- 1895 - C.W. Post and his assistant Clark Bristol begin the Postum Cereal Company, Incorporated, in Battle Creek, Michigan, selling a hot grain-based beverage called *Postum Cereal*.
- 1895 - Franklin Baker, a flour miller from Philadelphia, Pennsylvania, goes into the coconut-processing business and develops a conveniently shredded coconut product uniform in quality.
- 1895 - Pearl B. Wait, a cough syrup maker in Le Roy, New York, adapts an 1845 patent for a gelatin dessert to which his wife gives the brand name *Jell-O*.
- 1898 - William Entenmann emigrates from Germany to Brooklyn, New York, where he joins his brother in the bakery business. Soon after he opens his own bakery in Flatbush and makes home deliveries.
- 1902 - Philip Morris & Co., Ltd., is incorporated in New York by Gustav Eckmeyer.
- 1913 - Charles, Frank, and Edwin Freihofer open a family bakery in Troy, New York after realizing that the working women of the Hudson River textile factories did not have time to bake bread.
- 1915 - Emanuel Ronzoni starts his own pasta business in Long Island City, New York.
- 1919 - A new firm, owned by American stockholders, acquires the U.S. Philip Morris Company and incorporates in Virginia under the name of Philip Morris & Co. Ltd., Inc.
- 1921 - Robert Douglas offers his pectin product to the retail market for home use. A maid suggests the name *Certo* to indicate the pectin's foolproof action.
- 1923 - Clarence Birdseye, a Gloucester, Massachusetts, scientist, develops plans for a belt freezer to "quick-freeze" food.
- 1925 - Postum Cereal Company, Incorporated, acquires The Jell-O Company, Inc., the first of a series of mergers.
- 1926 - Clarence Birdseye establishes General Seafoods Corporation to produce quick-frozen fish. Thereafter, he also freezes fruit, vegetables, and meat.
- 1927 - Postum Cereal Company, Incorporated changes its name to Postum Company, Incorporated.

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- 1929 - Formation of the General Foods Corporation (combination of Birdseye's General Foods Company and the Postum Company, Inc.)
- 1929 - Philip Morris begins manufacturing its own cigarettes by purchasing a factory in Richmond, Virginia.
- 1933 - A bellhop named Johnny, later the product spokesman, calls for Philip Morris for the first time in the Hotel New Yorker lobby.
- 1953 - Perkins Products Company, (responsible for *Kool-Aid* soft-drink mixes), is bought by General Foods Corporation.
- 1954 - Philip Morris & Co., Ltd., Inc., acquires Benson & Hedges.
- 1954 - Philip Morris (Australia) Ltd. is set up as the first major affiliate outside the U.S.
- 1955 - An overseas division is set up at Philip Morris.
- 1955 - Philip Morris Incorporated becomes the company's corporate name.
- 1955 - *Marlboro* is introduced nationally in a flip-top box with cork-tipped "selectrate" filter.
- 1967 - Three operating companies: Philip Morris Domestic (renamed Philip Morris U.S.A. in 1968), Philip Morris International, and Philip Morris Industrial are established to manage the businesses of Philip Morris Incorporated.
- 1970 - Philip Morris Incorporated acquires 100% of Miller Brewing Company.
- 1972 - Philip Morris Incorporated acquires 100% of Mission Viejo Company.
- 1978 - Philip Morris Incorporated acquires 100% of the Seven-Up Company.
- 1978 - Philip Morris Incorporated buys the international cigarette business of the Liggett Group Inc.
- 1981 - Philip Morris Incorporated makes an investment in Rothmans International PLC.
- 1981 - General Foods Corporation acquires Oscar Mayer & Co., Inc..
- 1982 - Philip Morris Credit Corporation is incorporated.
- 1984 - The nation's first computerized bakery is built by the Charles Freihofer Baking Co. in Albany, New York
- 1985 - The corporate framework of Philip Morris Incorporated is restructured to form Philip Morris Companies Inc., a holding company.
- 1985 - Philip Morris Companies Inc. acquires General Foods Corporation.
- 1985 - Philip Morris Companies Inc. sells substantially all of Philip Morris Industrial.
- 1986 - Philip Morris Companies Inc. sells Seven-Up International and Seven-Up Canada to PepsiCo and agrees to sell the U.S. franchise business of The Seven-Up Company to a group of investors led by the Dallas-based firm of Hicks & Haas.
- 1987 - Vlastic Foods Inc., a subsidiary of Campbell Soup Co., purchases the *Open Pit Barbecue Sauce* product line from General Foods.
- 1987 - General Foods three business sectors become three separate operating companies: General Foods, USA; General Foods, Coffee & International; and Oscar Mayer Foods.
- 1987 - General Foods Corporation purchases the New York based Charles Freihofer Baking Company.
- 1987 - Miller Brewing Co. acquires Jacob Leinenkugel Brewing Company.

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Philip Morris History

- 1765 - Dr. James Baker, a physician in Dorchester, Massachusetts, sets up the first chocolate factory in the New World, run by a young Irish immigrant, John Hannon.
- 1777 - Hannon publishes money-back satisfaction guarantee on Baker's chocolate products.
- 1779 - John Hannon disappears on a cocoa-bean buying trip to the West Indies. Dr. Baker acquires full ownership of the chocolate factory.
- 1780 - Dr. Baker begins making a blend of chocolate he calls *Baker's*. The mill will continue as a family business for more than a hundred years.
- 1804 - Edmund Baker takes over the chocolate business from his father, James.
- 1824 - Edmund Baker is succeeded as head of the family chocolate concern by his son, Walter Baker, who gives the company his name.
- 1833 - Abraham Lincoln stocks Walter Baker's breakfast cocoa in his Salem, Illinois, store — the only packaged and advertised food product carried.
- 1837 - Alfred Bird, a British chemist, develops fermenting (baking) powder and an eggless custard.
- 1847 - Philip Morris, Esq., tobacconist and importer of fine seegars, opens a shop on Bond Street in London, England.
- 1854 - Philip Morris makes his first cigarettes.
- 1855 - Frederic Miller, a young German braumeister, opens a brewery in Milwaukee, Wisconsin.
- 1865 - La Belle Chocolatiere, painted by Jean Etienne Liotard, is adopted as Walter Baker's chocolate trademark.
- 1867 - Jacob Leinenkugel establishes Leinenkugel Brewing Co. in Chippewa Falls, Wisconsin.
- 1870 - 22 New Bond Street, London, England, headquarters, begins to produce Philip Morris *Cambridge* and Philip Morris *Oxford Blues* (later called *Oxford Ovals* and *Philip Morris Blues*).
- 1873 - Richard Benson and William Hedges open shop at 13 Bond Street, London, England.
- Philip Morris dies. His widow, Margaret, and brother Leopold Morris carry on the cigarette trade.



- 1983
 - Joel Cheek leaves his family farm in Kentucky and obtains a job with a wholesale grocery company in Nashville, Tennessee.
 - Oscar F. Mayer emigrates from Bavaria to the U.S. at age 14 and obtains work as a helper in a Detroit, Michigan, butcher shop.
- 1877
 - *Players Navy Cut* cigarettes acquired by John Player.
- 1879
 - *Melachrino* cigarettes first marketed.
 - First Miller beer bottled (previously sold in kegs).
- 1880s
 - Emanuele Ronzoni emigrates to the U.S. and works in a macaroni factory in New York.
- 1880
 - Leopold Morris buys out Margaret Morris' interest in the tobacco business.
- 1882
 - Joel Cheek gives up his partnership in a wholesale grocery firm and devotes full-time to developing an improved blend of coffee.
- 1883
 - Frederic Miller begins bottling his own beer.
 - Oscar Mayer and his brother, Gottfried, open a retail meat market in Chicago, Illinois.
 - Max Mayer joins his brothers in building a two-story meat-processing plant..
- 1885
 - Leopold Morris joins with Joseph Grunebaum to establish Philip Morris & Company and Grunebaum, Ltd.
 - *Blues, Cambridge, Derby, Unis, and Marlborough* (the ladies' favorite) are marketed.
 - Joel Cheek introduces his new blend of coffee at the Maxwell House Hotel in Nashville, Tennessee
- 1887
 - Morris and Grunebaum dissolve their partnership. Company becomes Philip Morris & Co., Ltd.
 - P.J. Towle, a grocer in St. Paul, Minnesota, blends a table syrup from sugar cane and the best Vermont and Canadian maple sugars. He puts the new product in small, sealed, log-cabin-shaped containers to keep the syrup pure and to honor his boyhood hero, Abraham Lincoln.
- 1888
 - Frederic Miller dies and his son, Ernst, becomes president of the brewery.
- 1889
 - William Wright, a baking powder salesman, experiments with the product he is selling and devises a better formula, which he calls *Calumet* a name popular in his native Chicago, Illinois.
- 1892
 - Charles William Post, an inventor interested in health foods, buys a small farm on the outskirts of Battle Creek, Michigan.
- 1893
 - *Milwaukee's Best* is the first beer brewed by the A. Gettelman Brewery.

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- 1894
 - Susan Stavers, owner of a boarding house in Boston, follows the advice of one of her boarders and puts tapioca through a coffee mill, which removes lumps from the tapioca, before making it into pudding.
 - John Whitman, a local newspaperman, buys the right to use Stavers' process for grinding tapioca and sells it as *Tapioca Superlative*.
 - Philip Morris & Co., Ltd., is reorganized in 1894 as William Curtis Thompson and his family assume a majority interest.
- 1895
 - C.W. Post and his assistant, Clark Bristol, begin operation of the Postum Cereal Company with *Postum Cereal* (a hot grain-based beverage) for sale to the public.
 - Franklin Baker, a Philadelphia flour miller, is unable to sell a shipment of coconuts he receives as payment from a Cuban merchant, goes into the coconut-processing business for himself, and develops a conveniently shredded product uniform in quality.
 - Pearl B. Wait, a cough syrup maker in Le Roy, New York, adapts inventor Peter Cooper's 1845 patent for a gelatin dessert. His wife, May, coins the brand name *Jell-O* for the product.
- 1896
 - John Whitman changes the name of his tapioca product to *Minute Tapioca* and adopts the famous Minute Man as his trademark.
- 1897
 - Production of *Jell-O* gelatin dessert begins.
 - C.W. Post markets a cereal of wheat and malted barley he created for himself and calls it *Grape-Nuts*.
- 1898
 - William Entenmann emigrates from Germany to Brooklyn, New York. He joins his brother in the bakery business, but soon opens his own bakery in Flatbush and makes home deliveries.
- 1899
 - Wait sells his *Jell-O* gelatin business to Orator F. Woodward, founder of the Genessee Pure Food Company
 - Benson & Hedges opens a New York City branch at 288 Fifth Avenue
 - Miller Beer's eagle-atop-a-globe symbol begins a 40-year run.
- 1900
 - Benson & Hedges moves to 314 Fifth Avenue, New York City.
- 1901
 - Philip Morris & Co., Ltd., by royal warrant is appointed tobacconist for King Edward VII.
- 1902
 - O.F. Woodward launches the first advertising campaign for *Jell-O* gelatin, which rapidly begins living up to its claim of being "America's most famous dessert."
 - Philip Morris & Co., Ltd., is incorporated in New York, at 110-122 Broad Street, by Gustav Eckmeyer, who had been the sole agent for Philip Morris in the U.S. since 1872, importing and selling the English-made cigarettes.



- 1903 - Dr. Ludwig Roselius, head of a large European coffee business, discovers a method for removing 97% of the caffeine in coffee without harming its flavor and aroma. Roselius introduces the product in France under the brand name *Sanka*.
- 1904 - C.W. Post introduces a corn flakes product he calls *Elijah's Manna*.
- 1905 - The right to manufacture and vend all Philip Morris brands in Canada is granted by Thompson's firm to the New York company.
- 1906 - Oscar Mayer is among the first to obtain the Federal Meat Inspection stamp of approval.
- 1907 - President Teddy Roosevelt coins the phrase "*Good to the last drop*" when served *Maxwell House* coffee at The Hermitage, President Andrew Jackson's former home in Tennessee.
 - When the British government refuses to register the trademark for *Elijah's Manna*, the cereal's name is changed to *Post Toasties*.
 - Philip Morris & Co., Ltd., is reorganized and moves to 4020 West Broadway, New York City. Benson & Hedges moves to 435 Fifth Avenue.
- 1910 - Arbuckle Brothers, New York coffee merchants, develop a "guest coffee" for distribution among friends at Christmastime. They call it *Yuban*, short for "Yuletide Banquet."
- 1911 - *Instant Postum* cereal beverage is introduced by the Postum Cereal Company.
 - Mayer's company is incorporated as Oscar F. Mayer & Brother.
- 1912 - Robert Douglas becomes the first person to extract and prepare pectin commercially.
- 1913 - Douglas is granted a patent on his pectin-extraction process.
 - Charles, Frank, and Edwin Freihofer open a family bakery in Troy, New York after realizing that the working women of the Hudson River textile factories did not have time to bake bread.
- 1915 - Clarence Birdseye, a Gloucester, Massachusetts, scientist, conducts a biological survey in Labrador, Canada, and notes the effect of rapid freezing on fish and meat.
 - Emanuele Ronzoni starts his own pasta business in Long Island City, New York.
- 1917 - Philip Morris & Co., Ltd., moves to 72 Fifth Avenue.
- 1918 - *English Ovals* become the first blend of domestic leaf presented by Philip Morris. The cigarettes are priced at 20 for 30 cents.



- 1919
 - The Philip Morris coronet logo is introduced.
 - A new firm, owned by American stockholders, acquires the U.S. Philip Morris Company and incorporates in Virginia under the name of Philip Morris & Co., Ltd., Inc.
 - Oscar Mayer makes its first major expansion by purchasing a small farmers' cooperative meat-packing plant in Madison, Wisconsin. (This plant will expand into Oscar Mayer's largest operation and become its headquarters as well.) Name changes to Oscar Mayer & Co.
 - Joseph H. Cohen establishes the Atlantic Gelatin Co. in Woburn, Massachusetts, producing edible, technical, and pharmaceutical gelatin.
- 1920
 - The first Philip Morris & Co., Ltd., Inc., Annual Report is published.
- 1921
 - Robert Douglas offers his pectin product, previously sold only to commercial jam and jelly makers, to the retail market for home use. A maid in his household suggests the name *Certo* to indicate the pectin's foolproof action.
- 1922
 - Ernst M. Miller dies and his brother Frederic A. Miller takes over as president of Miller Brewing.
 - Edwin Perkins, an entrepreneur who ran a 125-product-line business, sells small bottles of flavored syrup called *Fruit Smack*. (The product sold well but was expensive to market because of transportation and glass-breakage costs.)
 - Philip Morris-International Corp. is organized; introduces *Players* cigarettes.
 - Post 40% *Bran Flakes* is introduced by Postum Cereal Company.
- 1923
 - *D-Zerta* sugar-free gelatin is marketed by Genessee Pure Food Company.
 - *Sanka* coffee is introduced in the United States by Roselius.
 - Birdseye develops plans for a belt freezer to "quick-freeze" food.
 - *Revelation* is introduced by Continental Tobacco Co., a major competitor.
- 1924
 - William Entenmann, Jr., takes over the family bakery and moves it to Bay Shore, New York.
 - Philip Morris & Co., Ltd., Inc., becomes the exclusive agent for *Rameses* and *Stephano* cigarettes
 - Philip Morris & Co., Ltd., Inc., moves to 44 West 18th Street.
 - Unfiltered *Marlboro* is introduced.
 - Reuben M. Ellis becomes President of Philip Morris & Co., Ltd., Inc.



- 1925
 - Oscar Mayer & Co. begins tagging sausage as means of identification.
 - The Jell-O Company is acquired by the Postum Cereal Company Incorporated.
- 1926
 - Birdseye establishes General Seafoods Corporation to produce quick-frozen fish. Soon he also freezes fruit, vegetables, and meat.
 - A series of *Marlboro* ads showing a feminine hand promotes the cigarette for women.
 - The Minute Tapioca Company, Inc., becomes a part of the Postum Cereal Company, Incorporated.
 - Philip Morris-International Corp. is dissolved.
- 1927
 - Edwin Perkins removes the water and bottle from *Fruit Smack* and sells the beverage powder in inexpensive envelopes. He calls the product *Kool-Ade* (later changed to *Kool-Aid*)
 - Postum Company Incorporated acquires the Log Cabin Company Products.
 - Clarence Birdseye organizes the General Foods Company to act as a stockholding company for General Seafoods and to control all patents on his belt freezer process.
 - Postum Company Incorporated acquires Walter Baker & Company, Ltd.
 - Postum Company Incorporated acquires the Franklin Baker coconut business.
- 1928
 - Calumet is acquired by Postum Company Incorporated.
 - Philip Morris & Co., Ltd., Inc., begins to make regular dividend payments to its stockholders.
 - Benson & Hedges is sold to an American financial group.
 - The Cheek-Neal Company, makers of *Maxwell House* coffee, is bought by Postum Company Incorporated.
 - Postum Company Incorporated begins to distribute *Sanka* decaffeinated coffee in the United States.
- 1929
 - Stephano Bros. ceases manufacturing Philip Morris brands.
 - Philip Morris & Co., Ltd., Inc., begins manufacturing its own cigarettes in a purchased factory in Richmond, Virginia.
 - Philip Morris & Co., Ltd., Inc., and Continental Tobacco Co. are both located at 119 Fifth Avenue.
 - Reuben M. Ellis and Leonard B. McKitterick take control of Philip Morris & Co., Ltd., Inc.
 - Certo is bought by General Foods Corporation.
 - Postum Company Incorporated acquires Clarence Birdseye's process, patents, and trademark. Included are the assets of General Foods Corporation, which is adopted as the new corporate name.



- 1930
 - Ivory-tipped *Marlboro* is introduced.
 - "Battle of the Brands" continues as Continental Tobacco Co.'s *Paul Jones* becomes the first of the 10-cent brands.
 - Alfred E. Lyon joins Philip Morris & Co., Ltd., Inc., from Europe and becomes the West Coast representative.
 - General Foods Corporation offers *Birds Eye* frozen foods to retail customers in Springfield, Massachusetts.
 - Atlantic Gelatin Co. is acquired by General Foods Corporation.
- 1931
 - Benson & Hedges' *Parliament* (plain and cork tip) and *Virginia Rounds* are introduced.
 - "Vita-Fresh" vacuum packaging is developed by Thomas Rector of General Foods Research.
- 1932
 - General Foods Corporation buys *Sanka* coffee process and patents from the Sanka Coffee Corporation.
 - *Jell-O* pudding and pie fillings are first marketed.
 - *Parliament* becomes the first cigarette with a filter mouthpiece made from a blend of domestic (burley) and Turkish leaf.
 - *Post Grape-Nuts Flakes* is introduced by General Foods Corporation.
- 1933
 - *Philip Morris English Blend* in the brown pack is introduced.
 - Johnny calls for *Philip Morris* for the first time in the Hotel New Yorker lobby.
 - Johnny is introduced on radio (NBC) as the Philip Morris spokesman on April 17.
 - Leonard B. McKitterick becomes President of Philip Morris & Co., Ltd., Inc.
 - December 5th: Milwaukee, Wisconsin, celebrates the repeal of Prohibition.
- 1934
 - A pectin in powdered form called *Sure-Jell* is introduced for home jam and jelly making by General Foods Corporation.
 - *Paul Jones* is made with a cork tip. *Cigarette Time*, an ivory-tipped mentholated cigarette, is introduced.
 - Philip Morris & Co., Ltd., Inc., buys the assets of Continental Tobacco Co.
 - Birds Eye operations of General Foods Corporation buys its first fruit and vegetable packing plant in Hillsboro, Oregon.
 - Birds Eye engineers design the first retail freezer cabinet especially for frozen foods.



- 1936 - Otway Hebron Chalkley becomes President of Philip Morris & Co., Ltd., Inc., and Alfred E. Lyon, Executive Vice President.
- 1938 - First offering of Philip Morris & Co., Ltd., Inc., preferred stock is put on the market.
- 1939 - *Post-Tens*, individual-size cereals, are placed on the market by General Foods Corporation.
- 1940 - *Country Doctor* smoking tobacco is launched by Philip Morris.
- 1941 - Atalullah K. Ozai Durrani, a native of Afghanistan, walks into the office of General Foods Vice President Ray Schmitz. He produces a saucepan, an alcohol burner, and a packet of rice, and requests some water. He boils the water, adds the rice, covers the pan, and shortly, the rice is ready to eat. General Foods buys his process and introduces *Minute Rice*.
- *Birds Eye* frozen foods are made available nationwide.
- 1942 - Post's *Raisin Bran* is introduced by General Foods Corporation.
- 1944 - Philip Morris & Co., Ltd., Inc., buys the Axton-Fisher plant and facilities in Louisville, Kentucky, thereby acquiring *Fleetwoods* and *Spud*.
- General Foods Corporation acquires the *Yuban* coffee business, a recognized premium coffee, from Arbuckle.
- 1945 - *Maxwell House* instant coffee is introduced by General Foods Corporation.
- Otway Chalkley becomes Chairman of the Board of Philip Morris & Co., Ltd., Inc. and Alfred E. Lyon becomes President.
- 1946 - O. Parker McComas joins Philip Morris & Co., Ltd., Inc., as Vice President.
- Oscar Mayer & Co. purchases a plant in Davenport, Iowa
- 1947 - Chef Robert Kreis begins a mail-order business selling his 4 *Seasons* salad dressing mixes, made famous at the Brown Derby restaurant in California.
- General Foods Corporation acquires Alfred Bird & Sons, Limited, with operations in England and Ireland.
- Frederic A. Miller hands over reins of the Miller Brewing Company to his nephew, Frederic C. Miller.
- 1948 - Oscar Mayer & Co. introduces the first self-service meat package — shingled, sliced bacon.
- "No cigarette hangover" campaign and nose test campaign begin for *Philip Morris* brand.
- Oscar Mayer & Co. acquires a meat processing plant in Philadelphia.



- 1949
 - Philip Morris & Co., Ltd., Inc., sponsors its first television show — "Tex and Jinx Preview."
 - Alfred E. Lyon becomes Chairman of the Board of Philip Morris, and O. Parker McComas, President.
 - *Post Sugar Crisp* debuts from General Foods Corporation.
- 1950
 - Philip Morris & Co., Ltd., Inc., moves to 100 Park Avenue; is awarded Office of the Year citation from *Office Management and Equipment* magazine.
 - *Jell-O* instant puddings are introduced by General Foods Corporation.
 - Oscar Mayer & Co. introduces the "Slice Pak" — sliced cold cuts vacuum-sealed in a transparent package.
- 1951
 - Philip Morris & Co., Ltd., Inc., sponsors the "I Love Lucy" show.
 - Quality Control Spice Co. is established as an Oscar Mayer & Co. operating division.
 - Oscar Mayer & Co. opens a processing plant in Los Angeles.
- 1952
 - New Philip Morris & Co., Ltd., Inc., plant is opened in Louisville, Kentucky.
 - Chef Kreis changes the name of his dry salad dressing mix from *4 Seasons* to *Good Seasons*.
- 1953
 - Tobacco Industry Research Committee formed at the suggestion of O. Parker McComas.
 - Philip Morris & Co., Ltd., Inc., sponsors "So You Want to Lead a Band" program.
 - Perkins Products Company, maker of *Kool-Aid* soft-drink mixes, is bought by General Foods Corporation.
- 1954
 - Philip Morris & Co., Ltd., Inc., acquires Benson & Hedges.
 - Philip Morris & Co., Ltd., Inc., introduces "snap-open pack."
 - Philip Morris (Australia) Ltd., is set up as the first major affiliate outside the United States.
 - *Marlboro* test-marketed as a full-flavored man's cigarette.
 - *4 Seasons*, Inc., maker of salad dressing mixes, is acquired by General Foods Corporation.
 - General Foods Corporation headquarters moves from New York City to White Plains, New York.
 - General Foods Corporation sets up coffee businesses in Japan and Germany.
 - Frederic C. Miller and son of the Miller Brewing Company are killed in a plane crash. Norman R. Klug, Vice President and General Counsel, is named President.



- 1955
- *Philip Morris* replaces its brown pack with a red and white package.
 - Overseas division set up at Philip Morris at 100 Park Avenue.
 - Entenmann's Inc., begins supermarket delivery of its baked goods.
 - Philip Morris Incorporated becomes the company's corporate name.
 - Philip Morris Inc., profit-sharing plan introduced to domestic employees.
 - *Marlboro* goes national and is introduced in *flip-top* box with cork-tipped "selectrate" filter.
 - The weather-beaten *Marlboro* cowboy appears for the first time as a part of the cigarette's rugged new masculine image.
 - License agreement signed with La Suerte Cigar and Cigarette Factory, the Philippines.
- 1956
- License agreement signed with Tabacalera Nacional SA, Panama.
 - License agreement signed with C.A. Tabacalera Nacional, Venezuela.
 - King-size *Philip Morris* in a soft package is converted to long-size *Philip Morris* in a *flip-top* box.
 - *Parliament* introduced in blue, gold, and white *flip-top* box.
 - Filter *Spud* introduced in *flip-top* box.
 - Philip Morris Inc., sponsors "The Philip Morris Country Music Show".
 - *Marlboro* becomes the first national sponsor of a National Football League telecast.
- 1957
- The General Foods Corporation Technical Center opens in Tarrytown, New York.
 - Philip Morris Inc., acquires Milprint and Nicolet Paper Co., which represents the company's first diversification outside the tobacco business.
 - License agreement signed with Fabriques de Tabac Reunies, SA, Switzerland for manufacturing of *Marlboro*.
 - *Marlboro* in the *flip-top* box introduced in England and Australia.
 - *Revelation* and *Bond Street* packaged in flexible pouches.
 - Philip Morris Inc., receives the Packaging Institute's Corporate Award.
 - Philip Morris Inc., Employee Scholarship Plan instituted.
 - Joseph F. Cullman, 3rd, becomes President of Philip Morris Inc.
 - *Post Alpha-Bits* cereal introduced by General Foods Corporation.



- 1958
- Johnny celebrates his 25th anniversary with Philip Morris Inc.
 - *Parliament* introduced as a popular-priced cigarette in the high filtration field. It is offered in a *flip-top* box or soft pack.
 - *Marlboro* introduced in soft pack.
 - *Marlboro* reengineered to improve filtration.
 - Polymer Industries, Inc., acquired by Philip Morris Inc.
 - Benson & Hedges (Canada) Ltd., acquired as Philip Morris affiliate.
 - The "Philip Morris Festival of Stars," a free country western concert, is held for the first time in Louisville, Kentucky.
- 1959
- The Tobacco Research Center in Richmond, Virginia, is dedicated to O. Parker McComas.
 - C.A. Tabacalera Nacional, licensee in Venezuela since 1956, becomes first Latin American affiliate.
 - General Foods Corporation (Canada) acquires Hostess Food Products Limited, makers of potato chips and other snacks.
 - *Alpine* introduced by Philip Morris Inc.
- 1960
- *Philip Morris Commander* introduced on Mark VIII machine.
 - General Foods Corporation acquires the *Open Pit* trademark for barbecue sauce.
 - *Philip Morris Regular* changed to match the *Commander* pack.
 - A new slide and shell package design is successfully introduced for *Benson & Hedges*, the largest-selling premium-priced cigarette in America.
 - *Philip Morris*, *Marlboro*, *Alpine*, and *Parliament* manufactured in Venezuela by C.A. Tabacalera Nacional.
 - *Marlboro* soft pack introduced in Germany under new manufacturing agreement with Martin Brinkmann A.G.
 - *Marlboro* and *Philip Morris* marketed in the Philippines.
 - Philip Morris Inc., acquires American Safety Razor Products Corporation.
 - Philip Morris Inc., sponsors "CBS Reports."
 - George Weissman appointed Chairman of the Board and Chief Executive Officer of Philip Morris Overseas.
 - General Foods Corporation acquires a majority interest in Etablissements Pierre Lemonnier S.A., a coffee roaster in Paris; Kibon, a Brazilian ice cream manufacturer; and Industrial Fenix, a Mexico City candy maker.
 - Oscar Mayer & Co. brings out vacuum-sealed *Twin Pak* for wieners.



- 1961
- Philip Morris Overseas renamed Philip Morris International.
 - License agreement signed with Hong Kong Tobacco Company.
 - *Philip Morris* (brown pack) introduced in Hong Kong.
 - *Pal Premium* blade introduced; *Gem Premium* single-edge blade introduced.
 - Philip Morris Inc., signs license agreement with SEITA, a French tobacco monopoly, for manufacture and distribution of *Parliament*.
- 1961
- Miller purchases A. Gettelman Brewery in Milwaukee.
 - General Foods Corporation acquires Krema Hollywood Chewing Gum Company S.A. of Paris, leading candy and gum manufacturer; also Rosa Blanca S.A. of Mexico City, maker of soup base mixes.
- 1962
- License agreement signed with Amer Tupakka Oy, Finland.
 - Benson & Hedges (Canada) Ltd., and Canadian Tobacofina Ltd., merge.
 - "Marlboro Country" ad slogan is introduced in selected markets.
 - *Pal* stainless-steel injector razor introduces new line.
 - License agreement signed by Philip Morris with Monopoli di Stato, Italy.
 - La Altense, later renamed Tabacalera Centroamericana, S.A., Guatemala, becomes an affiliate.
 - Oscar Mayer & Co. introduces a major breakthrough in packaging — a vacuum-sealed package for bacon, one of the most perishable meat products.
 - A continuous wiener process, producing 36,000 wieners an hour, debuts at Oscar Mayer & Co.
 - General Foods Corporation acquires Coffee A/B of Stockholm, Sweden, makers of *Premiar* coffee; also Cafes de Mexico of Mexico City, coffee processor.
- 1963
- "Marlboro Country" advertising campaign makes its national debut.
 - Philip Morris Inc. announces it will construct an Operations Center in Richmond, Virginia.
 - Burma-Vita Company acquired by Philip Morris Inc.
- February
- *Paxton* test-marketed in Fresno, California, and Tulsa, Oklahoma.
 - *Saratoga* test-marketed in Hartford, Connecticut, and Sacramento, California.
 - *Personna* stainless-steel double-edge razor blades introduced by American Safety Razor Company.



- March
 - *Pal* stainless-steel razor is shown at Buenos Aires' Museum of Modern Art and Louvre Museum in Paris.
 - License agreement signed with Austria Tabakwerke AG for manufacture and distribution of *Marlboro*.
 - Joseph F. Cullman, 3rd, receives Cross of Chevalier du Merite, Commercial et Industriel from French government.
- April
 - *Pal* stainless-steel injector blades introduced.
 - Clark Brothers Chewing Gum Company acquired by Philip Morris.
 - Philip Morris Inc., holds its first Derby Festival in Louisville, Kentucky.
 - *Paxton* test-marketed in New England and Middle Atlantic States, Ohio and Hawaii.
 - Philip Morris Inc., receives President's "E" Award from Franklin D. Roosevelt, Jr., Under Secretary of Commerce.
- June
 - *Pal* and *Personna* stainless-steel blades launched nationally.
 - *Paxton* goes national.
- September
 - Philip Morris Inc., makes tennis film narrated by Chris Schenkel and Roy Emerson.
 - *Saratoga* test-marketed in Seattle, Washington.
 - *Field and Stream* pipe tobacco introduced.
 - *Paxton* introduced in Puerto Rico.
 - *Multifilter* is introduced in *Humiflex* plastic package
- October
 - *Alpine* coupon-redemption program instituted.
- December
 - King-size *English Ovals* marketed.
 - Fabriques de Tabac Reunies, S.A., Switzerland, becomes first Philip Morris cigarette manufacturing affiliate in Europe.
- 1964
 - *Maxim* freeze-dried coffee is introduced by General Foods Corporation.
 - General Foods Corporation establishes a joint venture to produce soluble coffee in Puerto Rico
- January
 - Surgeon General's Report on "Smoking and Health" is issued.
 - Johnny marks his 30th anniversary with Philip Morris.
- February
 - Agreement signed with Ruder & Finn, public relations firm.

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- March - Philip Morris Multifilter with a charcoal filter introduced.
- April - Galaxy cigarettes introduced with redemption coupon.
- Philip Morris Inc., dedicates the first building of the Operations Center in Richmond.
- May - Benson & Hedges Little Filter cigars introduced.
- July - Parliament comes out with a charcoal filter.
- September - Premier of "Great Moments in the History of Tennis" sponsored by Philip Morris.
- 1965 - Post Honeycomb cereal is introduced by General Foods Corporation.
- Oscar Mayer & Co. purchases pork-processing plant in Perry, Iowa.
- "Pop and Op" exhibition of 65 graphics is circulated by the American Federation of Arts and sponsored by Philip Morris Incorporated.
- January - Marlboro production begins in France under a licensing agreement signed with SEITA, the French tobacco monopoly.
- Self-imposed cigarette advertising code goes into effect, by which the companies, voluntarily and individually, agree not to promote cigarettes to young people and to avoid implying that smoking has health benefits or is essential to social prominence.
- April - "Teaberry Shuffle" ads promote Clark's Gum.
- May - Philip Morris de Puerto Rico becomes an affiliate.
- Milprint, Inc., Nicolet Paper Co., and Polymer Industries, Inc., combine to form the Industrial Products Division, predecessor of Philip Morris Industrial. Fred M. Stefan named President of the new division.
- November - Harold Thorkilsen appointed President of American Safety Razor.
- December - Gemini space food packaging developed by Milprint.
- 1966 - W.R. Grace & Co. purchases 53% of the Miller family stock.
- Miller adds two brewing plants — in Azusa, California and Fort Worth, Texas.
- January - Federal Cigarette Labeling Act goes into effect, requiring cigarette companies to include on all packages the words "Caution: Cigarette Smoking May Be Hazardous to Your Health".
- Hugh Cullman elected Executive Vice President of Philip Morris Inc.
- April - Marlboro Menthol cigarettes introduced.
- May - Joseph F. Cullman, 3rd, President of Philip Morris Inc., named to Tobacco Hall of Fame.



1966

- June - License agreement signed with Superior Tobacco Company, N.V., Netherlands Antilles.
- September - Massalin v Celasco S.A.C.e.I. joins Philip Morris Latin American operations as affiliate in Argentina.
- ↙ - Benson & Hedges 100's, menthol and regular, introduced nationally.
- 1967 - The first entirely new Oscar Mayer & Co. plant since 1888 is opened in Beardstown, Illinois.
- January - Corporate structure of Philip Morris reorganized to create Philip Morris Incorporated and three operating companies: Philip Morris Domestic, Philip Morris International, and Philip Morris Industrial.
- Joseph F. Cullman, 3rd, appointed Chairman of the Board and Chief Executive Officer of Philip Morris Incorporated.
- George Weissman appointed President and Chief Operating Officer of Philip Morris Incorporated.
- Hugh Cullman appointed President of Philip Morris International.
- Fred M. Stefan appointed President of Philip Morris Industrial.
- Ross R. Millhiser appointed President of Philip Morris Domestic.
- April - Kwara Tobacco Company of Ilorin, Nigeria, becomes Philip Morris affiliate (later renamed Philip Morris Nigeria Ltd.).
- June - Marlboro 100's launched nationally in the Gold Pack.
- September - Marlboro 100's introduced in the flip-top box.

1968

- January - Philip Morris Domestic changes its name to Philip Morris U.S.A.
- February - Koch Convertograph Co. acquired by Philip Morris Industrial. Renamed Koch Label Co.
- ↙ - Virginia Slims test-marketed in San Francisco.
- August - Philip Morris acquires Godfrey Phillips Ltd., a British holding company, thereby obtaining interests in Godfrey Phillips India Ltd., Premier Tobacco Industries Ltd., Pakistan, and Godfrey Phillips New Zealand (later renamed Philip Morris (New Zealand) Ltd.).
- ✓ September - Virginia Slims marketed nationally.
- 1969 - Miller Beer changes its famous slogan from "The Champagne of Bottle Beers" to "The Champagne of Beers".
- January - Philip Morris Inc., reports that operating revenues for 1968 exceeded \$1 billion for the first time.



- February - Philip Morris Holland B.V. joins network of international affiliates.
- May - License agreement signed for manufacture of cigarettes in Bolivia.
- Philip Morris Sweden AB created as an affiliate.
- June - Philip Morris Inc., acquires 53% ownership of Miller Brewing Company from W.R. Grace & Co.
- July - E. Leon Jimenes, C. por A., becomes Philip Morris affiliate in the Dominican Republic.
- October - License agreement signed with Fabrika Duvana Sarajevo, Yugoslavia, for the manufacture of *Marlboro*.
- 1970 - Post *Pebbles* breakfast cereal introduced by General Foods Corporation.
- Oscar Mayer & Co. purchases Claussen Pickle Co. of Woodstock, Illinois.
- January - Philip Morris U.S. distributorship of Flavor Tree Food Products (*Kit Kat*, *Coffee Crisp*, etc.) terminated.
- February - *Marlboro 100's* red pack test-marketed in Seattle and Spokane, Washington.
- March - Philip Morris GmbH started up as affiliate in West Germany.
- June - Philip Morris Inc., effects whole ownership of Miller Brewing by purchasing outstanding 47% of stock from De Rance Foundation in Milwaukee.
- August - *Face Guard* razor blades test-marketed.
- September - First *Virginia Slims* tennis tournament takes place in Houston, Texas.
- October - *Marlboro 100's* (ventilated filter) introduced
- *Parliament 80/85* charcoal filter marketed.
- December - Plainwell Paper Co., Inc., acquired by Philip Morris Industrial.
- Proveedora Ecuatoriana S.A., Ecuador, formed as a marketing affiliate.
- Cigarette companies voluntarily agree to display "tar" and nicotine data in all advertising.
- 1971 - Oscar Mayer & Co. becomes the first major meat processor to use open dating on packages so consumers can be aware of when product has passed its peak of freshness.
- January - Cigarette television and radio advertising ban goes into effect.
- February - *Personna '74* tungsten steel blade distributed nationally



- May** - Contract signed in Spain for the purchase of companies which later become affiliates Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.
- June** - Armstrong Coated Products acquired by Philip Morris Industrial.
- September** - John A. Murphy elected Chief Executive Office of Miller Brewing Company.
- October** - License agreement signed with Cia Colombiana de Tabaco, Colombia.
- November** - Philip Morris France S.A., marketing affiliate, established.
 - Weltab S.A., Belgium, becomes a Philip Morris affiliate.
 - Lindeman (Holdings) Ltd., a wine company, becomes a subsidiary of Philip Morris (Australia) Ltd., P.T. Philip Morris Indonesia set up as an affiliate.
 - General Foods Corporation acquires Victor TH. Engwall & Co., KB, Sweden's largest coffee company (Gevalia brand), which also markets Kockens spices.
 - A new Oscar Mayer & Co. plant opens in Nashville.
- 1972**
- January** - Cigarette manufacturers are required to include health warnings on all advertising, direct mail, and point-of-sale material.
 - *Marlboro Lights* introduced.
 - *Face Guard* expands to national distribution.
 - Tabacalera Nacional, S.A., of Panama, a licensee since 1956, becomes a Philip Morris affiliate.
 - *Parliament 100's* with charcoal filter go national.
 - *Personna* floating head razor (injector) goes on the market.
- April** - Philip Morris celebrates its 125th anniversary.
- August** - *Flicker Ladies'* Shaver introduced in test markets.
- September** - Philip Morris Inc., acquires 100% of Mission Viejo Company, a community development and home-building firm.
- December** - License agreement signed with Japan Tobacco and Salt Public Corp. and Federal Tobacco Ltd., Trinidad and Tobago, for the manufacture of *Marlboro*.
 - Wikolin Polymer Chemie GmbH, Germany, acquired by Philip Morris Industrial.
 - *Marlboro* ends the year as the world's best-selling cigarette.



- 1973 - Oscar Mayer & Co. is the first in the food industry to start printing the Universal Product Code on product labels. Company also begins incorporating nutritional information on its product labels.
- January - Philip Morris Inc.'s 1972 operating revenues surpass \$2 billion for the first time.
- March - The new Philip Morris Richmond Manufacturing Center makes its first cigarettes.
- April - *Personna Double II* razor with twin double-edge blades introduced.
- Lightfoot Company, soap manufacturers, dissolved by Philip Morris.
- Clark Gum Company sold by Philip Morris Inc.
- Mrs. Margaret B. Young, member of Philip Morris Board of Directors, is appointed United States delegate to the 28th session of the United Nations General Assembly.
- The Tobacco Research Center Tower in Richmond, Virginia, is dedicated.
- May - The Civil Aeronautics Board orders commercial airlines to separate smokers and nonsmokers.
- Tabacalera Andina, S.A., established as a manufacturing affiliate in Ecuador.
- Surtech Coating Co. formed by Philip Morris Industrial.
- July - Tabacalera S.A., Spain, announces it is a partner with Philip Morris in Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.
- September - First Marlboro Cup (thoroughbred horse-racing) is won by Secretariat.
- License agreement signed with Agros, the National Company for Exterior Commerce, and ZPT, the Polish cigarette industry, for the manufacture and marketing of Marlboro.
- October - George Weissman named Vice Chairman of the Philip Morris Board of Directors.
- Ross R. Millhiser elected President of Philip Morris Incorporated.
- Clifford H. Goldsmith elected President of Philip Morris U.S.A.
- Miller announces plans for a \$16 million aluminum-can plant to be built in Milwaukee.
- General Foods Corporation forms a joint venture with Ajinomoto Co., Inc., (Ajinomoto General Foods, Inc.) in Japan.

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1974

- January - Miller announces record sales for 1973, moving it from seventh to fifth place in the industry, and plans a \$70 million brewery in Fulton, New York.
- February - Philip Morris announces joint venture in Brazil with the State Development Bank of the State of Parana in forming Philip Morris Brasileira S.A. de Cigarros.
- March - Philip Morris Inc., signs five-year scientific and technical cooperative agreement with the State Committee of the U.S.S.R. Council of Ministers for Science and Technology.
- License agreements signed with Rothmans of Pall Mall (Malaysia) BHD and Rothmans of Pall Mall (Singapore) Pte. Ltd.
- *Philip Morris International*, "luxury" premium-priced brand, launched in Europe.
- June - License agreement signed with Papastratos Cigarette Manufacturing Company, Greece.
- July - Mexican affiliate Cigarrera Nacional S.A. merges with La Tabacalera Mexicana, S.A. de C.V.O.
- *Industrial Research* magazine names Richmond Research Center Tower "Laboratory of the Year"
- Benson & Hedges (Canada) Ltd., sells Formosa Spring Brewery.
- October - Philip Morris U.S.A. Operations Center is dedicated in Richmond.
- Johnny, 40-year spokesman for Philip Morris, retires.
- December - License agreement signed with Tabacalera, S.A., for the manufacture of *Marlboro* in Spain
- Miller and Löwenbräu sign licensing agreement.
- 1975 - Miller begins to brew and market a domestic *Löwenbräu*.
- Entenmann's Inc., opens bakery in Miami, Florida.
- January - Philip Morris Inc.'s 1974 operating revenues surpass \$3 billion.
- Milprint Inc., subsidiary of Philip Morris Industrial, celebrates its 75th anniversary.
- In Brazil, Philip Morris acquires Companhia de Fumos Santa Cruz
- February - *Saratoga 120's* test-marketed.
- March - *Lite Beer* from Miller introduced nationally.
- April - *Saratoga 120's* introduced nationally.



- By mid-April Miller's first aluminum-can manufacturing plant is producing 1 million cans per day.
 - July - *Apollo-Soyuz*, commemorative American-blend cigarette brand jointly developed, produced, and marketed by Philip Morris and the Soviet Union, is introduced.
 - September - Tabacalera Costarricense, S.A. (cigarette manufacturers), and Mendiola & Co. (distributors), Costa Rica, become Philip Morris affiliates.
 - American Safety Razor introduces the *Lady Double II* razor for women.
 - License agreement signed with Bulgartabac, Bulgaria, for manufacture and distribution of *Marlboro*.
 - Miller assumes full U.S. distribution rights for *Löwenbräu* from Löwenbräu Munich in Munich, Germany.
 - Construction begins on Lake Mission Viejo, California.
 - December - By year-end *Marlboro*, becomes the top-selling brand in the United States and the all-time best-seller in the world.
- 1976
- New plant in Fullerton, California, is built to process Claussen pickles.
 - January - Fred Stefan becomes Chairman and Chief Executive Officer of Philip Morris Industrial; William D. McCoy, Jr., becomes President and Chief Operating Officer.
 - *Merit*, "the first low-tar cigarette with 'Enriched Flavor,' " introduced nationally.
 - Philip Morris Inc. announces that consolidated operating revenues for the year exceeded \$3.6 billion and its share of the domestic cigarette market increased to 23.6%.
 - Miller announces new sales record and moves into fourth place by increasing its share of the domestic beer market to about 8.6%.
 - April - Construction underway to double annual capacity of Miller's Fulton, New York, brewery from 4 million to 8 million barrels.
 - Commercial brewing begins at Miller's Fulton facility.
 - May - Aluminum-can manufacturing plants at Miller's Fort Worth, Texas, and Fulton, New York, breweries commence production.
 - June - Ground broken for new mid-Atlantic brewery in Eden, North Carolina.
 - September - Philip Morris Chairman and Chief Executive Officer Joseph F. Cullman, 3rd, agrees to unanimous request of the Board of Directors to stay on past his scheduled retirement in April 1977.



- Philip Morris Inc. announces decision to maintain its corporate headquarters in New York City and to expand the New York operation by more than 40%.
 - Mission Viejo Company purchases the 6,600-acre Moulton Ranch near Mission Viejo, California.
- October - Tabacalera de El Salvador S.A. de C.V. becomes an affiliate.
- November - License agreement signed with VVB Tabakindustrie, German Democratic Republic.
- December - *Dun's Review* cites Philip Morris as "one of the five best-managed companies of 1976."
- William D. McCoy, Jr., President of Philip Morris Industrial, is elected Chief Executive Officer; Fred Stefan is named Chairman of the Executive Committee.
 - A new Oscar Mayer & Co. plant opens in Sherman, Texas.
- 1977
- January - Miller announces it has moved into third place by reporting another year of record sales and the largest annual barrelage increase ever achieved in the brewing industry. Its share of the domestic market is now about 12.2%.
- Merit 100's introduced nationally.
 - License agreement signed with Licensintorg, representing the Soviet tobacco industry.
 - Philip Morris Inc. announces it again had record earnings for 1976, and its consolidated operating revenues for the year exceeded \$4 billion for the first time. The company registered the U.S. cigarette industry's largest gain in unit sales and increased its U.S. market share to 25.1%. The international company's share of the cigarette market outside the United States rose to 5.1%.
- February - Wisconsin Tissue Mills acquired by Philip Morris Industrial.
- March - Joseph F. Cullman, 3rd, is named Chief Executive Officer of the Year by *Financial World* magazine.
- June - Philip Morris Inc., begins construction of a \$34.1 million glass container plant near Auburn, New York. This facility will supply most of its production to Miller.
- July - Miller announces it will increase the annual capacity of its brewery now under construction in Eden, North Carolina, to 8.8 million barrels from the 3 million initially planned.
- Lake Mission Viejo, California, opens.



- August - Wisconsin Tissue Mills is awarded the Clean Water Award of the Izaak Walton League of America for its water pollution control efforts.
- September - Philip Morris U.S.A. announces a \$241,000 grant to North Carolina State University, the largest single corporate contribution ever received by that institution, for the endowment and support of tobacco extension and agricultural education programs.
- Philip Morris Inc. announces the sale of American Safety Razor Company to a group of its employees.
- Domestically-brewed *Löwenbräu* introduced and distributed nationally.
- October - *Benson & Hedges 100's Lights*, a lower "tar" addition to *Benson & Hedges 100's*, is introduced nationally.
- "Jasper Johns, A Retrospective Exhibition" is organized by the Whitney Museum and sponsored by Philip Morris Incorporated.
- November - Philip Morris Inc., declares its 200th consecutive regular quarterly dividend.
- Miller breaks ground in Irwindale, California, for a new brewery with a capacity of 5 million barrels a year. The Irwindale Brewery will replace the Azusa Brewery when completed.
- 1978
- January - Miller reports 24.2 million barrels of beer were shipped in 1977, a 31.6% increase over 1976. This gain greatly exceeded the industry's increase of 4.4%. The company moved into second place in the United States brewing industry by increasing its domestic market share to about 15.4%.
- Miller announces plans to build a \$37.5 million aluminum-can manufacturing plant in Reidsville, North Carolina.
- For the 24th consecutive year, Philip Morris Inc. announces record revenues and earnings. Its consolidated operating revenues surpassed the \$5 billion mark, and the company registered the cigarette industry's largest gain in unit sales for the 11th straight year. Its domestic market share increased to 26.2%, and the international company's share rose to about 5.2%.
- *Marlboro Lights 100's* introduced nationally.
- February - License agreement is signed with Dohanzipari Vallaltok Trostje and Monimpex, Hungary.
- March - Philip Morris U.S.A. announces plans to construct a major new cigarette-manufacturing facility in 1979 on a 2,100-acre tract of land between Charlotte and Concord in Cabarrus County, North Carolina.



- April** - A new \$247 million brewery to be located in Albany, Georgia, is announced by the Miller Brewing Company. It will have an annual capacity of 10 million barrels.
- Philip Morris Inc., makes a grant of \$1 million (payable over five years) to Yale University's Graduate School of Organization and Management for the establishment of a Philip Morris Chair in Marketing in honor of Joseph F. Cullman, 3rd.
- May** - License agreement is signed with Industria Montanya, Andorra.
- 1978**
- May-June** - Philip Morris Inc. announces a tender offer for The Seven-Up Company, and subsequently reaches an understanding with the management of Seven-Up for the combination of the two companies. As a result of the tender offer, Philip Morris acquires 97% of Seven-Up common stock and merges Seven-Up into a wholly-owned subsidiary which assumes the Seven-Up name. Seven-Up now becomes the sixth Philip Morris operating company.
- June** - Philip Morris Inc., buys the international cigarette business of the Liggett Group Inc.
- July** - Philip Morris Board of Directors elects new officers to manage the corporation, effective November 1, 1978:
- George Weissman becomes Chairman of the Board and Chief Executive Officer, Philip Morris Inc.
- Ross R. Millhiser, Vice Chairman of the Board.
- Clifford H. Goldsmith, President.
- Hugh Cullman, Group Executive Vice President, Philip Morris Inc., and Chairman and Chief Executive Officer, Philip Morris U.S.A.
- John A. Murphy, Group Executive Vice President, Philip Morris Inc., and Chairman and Chief Executive Officer, Miller Brewing Company, with responsibility for Miller, The Seven-Up Company, and Mission Viejo Company.
- Joseph F. Cullman, 3rd, Chairman of the Executive Committee of the Board.
- New Office of the Chief Executive is created consisting of Messrs. Weissman, Millhiser, and Goldsmith.
- September** - License agreement is signed with Ceskoslovensky Tabakovy Prumysl, Czechoslovakia, for the manufacture and marketing of Roy.
- November** - Expansion underway to increase annual capacity of Miller's Fulton, New York, brewery from 8.8 million barrels to 10 million barrels.
- Surtech Coating Company is liquidated by Philip Morris Industrial.



- December - Philip Morris Inc. announces plans to construct a 26-story, \$50 million corporate headquarters building at the southwest corner of Park Avenue and 42nd Street in New York City.
- 1979 - Oscar Mayer & Co. acquires Louis Rich, Inc., the nation's largest manufacturer of processed turkey products. Headquartered in Davenport, Iowa, Louis Rich has operations in Iowa, California, and North and South Carolina.
- Entenmann's Inc., opens a bakery in a Chicago suburb.
 - *Jell-O Pudding Pops*, frozen pudding on a stick, are introduced in test markets by General Foods Corporation.
 - General Foods Corporation purchases original Roselius company (*Sanka*), HAG, AG, of Bremen, Germany.
- January - Miller reports 31.2 million barrels of beer were shipped in 1978, a 21.1% increase over 1977. This is the largest annual barrelage gain in Miller's history. Its share of the domestic market is now about 19%.
- Philip Morris Inc. announces record revenues and earnings for the 25th consecutive year, as consolidated operating revenues surpassed the \$6 billion mark. The company registered the cigarette industry's largest gain in unit sales for the 12th straight year and increased its domestic market share to about 28%. The international company's share of the cigarette market outside the United States rose to about 5.5%.
 - Philip Morris Inc., signs an agreement with the China National Native Produce and Animal By-Products Import and Export Corporation (PRC) for the sale and distribution of United States cigarette exports in Friendship shops and tourist hotels.
 - Mission Viejo Company acquires the 22,000-acre Highlands Ranch south of Denver, Colorado.
- February - The Board of Directors of Philip Morris Inc., declares a two-for-one split-up of the company's common stock, subject to approval by stockholders at the annual meeting, increases the quarterly dividend on the common stock by 22%, and calls for redemption of all outstanding shares of preferred stock on April 11, 1979.
- The company also announces that its capital expenditure program will be somewhat in excess of \$3 billion for the five-year period 1979 to 1983.
- April - License agreement is signed with Tabaqueira E.P., Portugal, for the manufacture and sale of *Marlboro* in Portugal, Madeira, and the Azores.
- May - "A Century of Ceramics in the United States, 1878-1978," opens at the Everson Museum of Art, Syracuse, NY and is sponsored by Philip Morris Incorporated
- July - Philip Morris Inc. announces an investment in the cigarette manufacturing firm of Abal Hnos., S.A., Uruguay.



- August - Philip Morris International announces that the headquarters function of Seven-Up International will move from St. Louis to the Philip Morris Incorporated offices in New York.
- Tabacalera International, S.A., Chile, becomes an affiliate.
- September - Philip Morris Inc., and Miller Brewing Company officially open Central New York Bottle Company in Auburn, New York. Plans are announced to invest an additional \$15 million to increase capacity from its present 720 million containers annually to 990 million annually.
- Philip Morris U.S.A. announces a \$222,500 grant to Virginia Polytechnic Institute and State University for the support of its Extension Division and College of Agriculture and Life Sciences. This is the largest single corporate grant ever received by that institution.
- October - Miller announces that expansion is underway to increase annual capacity of the Eden, North Carolina, brewery from 8.8 million to 10 million barrels.
- Miller announces the start of aluminum-can manufacturing at its Reidsville, North Carolina, plant.
- *Virginia Slims Lights* introduced nationally.
- December - Philip Morris U.S.A. announces plans for construction of a \$41 million, 550,000-square-foot administration building and technical center adjacent to its existing Operations Center in Richmond, Virginia.
- Miller announces plans for the construction of a \$411.6 million brewery to be located in Trenton, Ohio. It will have an annual capacity of 10 million barrels.
- 1980 - Oscar Mayer & Co. purchases a plant in Sandusky, Ohio for its quick-frozen and prepared food products for its consumer, food service, and specialty sales divisions.
- Post *Fruit & Fibre* cereal placed on market by General Foods Corporation.
- A new prepared foods facility is completed in Caryville, Tennessee, for Oscar Mayer & Co. consumer and food service.



1980

January

- Miller reports that 35.8 million barrels of beer were shipped in 1979, a 14.5% increase over 1978. This increase represents the 21st consecutive year of barrelage gain for Miller and brings Miller's share of the domestic beer market to about 21%.
- Commercial brewing of Miller *High Life* Beer begins at the new Albany, Georgia, facility, the largest brewery ever built in a single stage in the world, with an annual capacity of 10 million barrels.
- Miller announces the start of commercial production at its Irwindale, California, brewery, which has an annual capacity of 5 million barrels.
- Ground is broken by Miller for a \$28.7 million aluminum-can manufacturing plant on a 75-acre site in Moultrie, Georgia.
- Philip Morris Inc. announces the establishment of a Tobacco Technology Group, which will provide assistance and expertise to Philip Morris U.S.A. and Philip Morris International.
- For the 26th consecutive year, Philip Morris Inc. announces record revenues and earnings, as consolidated operating revenues surpassed the \$8 billion mark. For the 13th straight year, the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 29%. The international company's share of the cigarette market outside the U.S. rose to about 6%.

March

- Seven-Up unveils a graphics program that includes a new trademark for the company and new packaging designs for its 7UP and Diet 7UP brands.

April

- Cambridge cigarettes are introduced nationally.
- Miller celebrates its 125th anniversary.

May

- Philip Morris Inc., signs an agreement with the Light Industries Corporation of the People's Republic of China for the manufacture of L&M king-size filter cigarettes in Canton's number-two cigarette factory.
- Philip Morris Inc., signs an agreement with the Guangdong Tourist Supplies Corporation for the sale and distribution of L&M king-size filter cigarettes.
- Philip Morris Inc. announces the funding of a new tobacco resource development program at the University of Kentucky College of Agriculture. Philip Morris has contributed more than \$226,000 in grants and an endowment to expand the research and education base for burley tobacco.



- June
 - Seven-Up acquires exclusive North American manufacturing and marketing rights for the soft drink *Vimto*.
 - Construction begins on a \$17 million soft-drink production/distribution center for Seven-Up Bottling of Houston, a division of The Seven-Up Company.
- July
 - Miller announces opening of the new 50,000-square-foot Technical Center at its headquarters in Milwaukee.
 - Miller dedicates its 40th Street Pedestrian Mall and Beer Garden in Milwaukee.
- August
 - Seven-Up acquires the Seven-Up Bottling Company of Albuquerque, New Mexico Inc.
- September
 - *Marlboro Lights* introduced nationally in the king-size *flip-top* box.
 - Philip Morris U.S.A. announces a grant of \$80,000 to the University of Tennessee Institute of Agriculture to support tobacco extension and agricultural education programs.
 - Miller dedicates its Miller Brands controlled-temperature warehouse in Wauwatosa Wisconsin.
 - "Edward Hopper: The Art and The Artist" is organized by the Whitney Museum and sponsored by Philip Morris Incorporated.
- October
 - Massalin y Celasco S.A.i.C., Argentine affiliate, Manufactura de Tabacos "Particular" V.F. Griego S.A., and Manufactura de Tabacos "Imparciales" S.A.C.I.A. merge into a new company, Massalin Particulares S.A.
 - Seven-Up acquires Oxnard Lemon Company.
- November
 - Production of L&M cigarettes begin at Canton's number-two cigarette factory.
- 1981
 - Oscar Mayer & Co. is acquired by General Foods Corporation.
- January
 - Miller reports that 37.3 million barrels of beer were shipped in 1980, a 4.2% increase over 1979. *Lite* beer became the third largest-selling brand in the United States.
 - For the 27th consecutive year, Philip Morris Inc. announces record revenues and earnings, as consolidated operating revenues increased to \$9.8 billion. The company again registered a record increase in unit sales, increasing its domestic market share to 31%. The international company's share of the cigarette market outside the U.S. rose to 6.2%.
 - Philip Morris U.S.A. announces the establishment of a merit scholarship program agricultural education at North Carolina State University.

